

EXHIBIT D

Products & Features Allegedly Lacking “Technical Documents”¹	Relevant Search String No. in Ex. B	Approximate No. of Documents Produced By Google
Bernanke or “Project Bell”	5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 18, 19, 95, 97, 126	Over 20,000
“Reserve Price Optimization” or RPO	5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 18, 19,	Over 25,000
AdMob	1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 17, 18, 20, 21, 22, 27, 29, 30, 55, 77, 158, 213	Over 475,000
“DoubleClick for Publishers” or DFP	1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 17, 18, 19, 20, 21, 22, 25, 29, 30, 51, 54, 61, 62, 99, 122, 138, 143, 158, 213, 214	Over 525,000
“Unified Pricing” or UPR	4, 5, 6, 7, 8, 9, 10, 11, 15, 18, 19, 143, 201	Over 25,000
“Header Bidding” or HB	6, 9, 10, 23, 31, 32, 83, 126, 142, 143, 144, 167, 214	Over 80,000
Poirot	4, 5, 6, 7, 8, 9, 10, 11, 15, 18, 19, 23, 89, 125, 194	Over 8,000
Elmo	4, 5, 6, 7, 8, 9, 10, 11, 14, 15, 18, 19, 23, 125, 194	Over 8,000
“Dynamic Revenue Sharing” or “Dynamic Revenue Share” or DRS	4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 18, 19, 92, 114	Over 20,000
“Dynamic Allocation” or DA	19, 29, 30, 126, 192, 215	Over 100,000
Jedi	4, 6, 9, 10, 18, 19, 85, 126, 142, 143, 214	Over 90,000

¹ This column reflects the search terms run by Google to capture the categories of “technical documents” for which Plaintiffs claim Google has produced “few” documents. Br. at 12.